

MEMO to MAILERS

UNITED STATES POSTAL SERVICE
VOLUME 38 NUMBER 7
JULY 2003

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A NEW SHAPE OF MAIL

Go outside the box. Go pizza-shaped. Or perhaps donut, baseball or cheeseburger. On August 10, the United States Postal Service will launch Customized MarketMail (CMM), a new advertising mail product in eye-catching, novel shapes.

These literally-outside-the-box shaped pieces will set mailers apart by visually communicating their products and services. The local ice cream parlor may appear all the more inviting to a potential customer who receives a two-scoop image of the real treat that awaits.

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A “friendly” note for you

The Postal Service has been developing a new First-Class Mail service called Friend-to-Friend Mail (FTF) for use in your marketing mix. FTF will be an innovative new way for advertisers to deliver a message to potential customers by using their current customers. It works like a “referral” from one friend to another. And it really works — because you listen to your friend’s recommendations, right? Mailers will be able to use FTF to promote products or services, meeting notices, thank-you notes and



other applications.

On April 10, 2003, the Postal Service closed entry into the pilot test of FTF so that efforts can concentrate its efforts on the steps



necessary to turn Friend-to-Friend Mail into a permanent service offering.

Current test customers are allowed to distribute already-pro-

duced cards until July 31, 2003. After that date, no additional distributions of cards will be permitted.

Feedback from customers and information gathering during the pilot test are helping USPS gauge market receptivity, determine technical requirements and identify operational considerations for Friend-to-Friend Mail.

You can get more information about the Friend-to-Friend Mail program by contacting your local USPS representative or e-mailing f2friend@email.usps.com. ■

Hardbound Pub 65 will be discontinued

The hardbound edition of the *National Five-Digit ZIP Code and Post Office Directory* (Publication 65) will be discontinued in 2004 due to rising costs and low customer demand. Softbound editions will still be available at \$31 per set.

Publication 65 lists ZIP Codes,

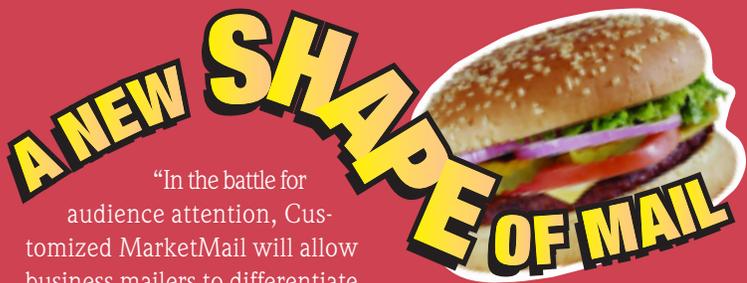
Post Offices and street ZIP Codes for all cities with more than one delivery ZIP Code. The directory also contains information on proper addressing procedures, delivery statistics, new ZIP Codes, discontinued postal units, service-improvement programs, USPS organizations and a list of

special ZIP Codes.

To order the 2004 softbound edition, customers should use a new order form — *National Five-Digit ZIP Code and Post Office Directory Order Form For Mail Order Use*, PS Form 4243. Publication 65 will ship in early 2004. Remaining copies of the

2003 hardbound edition are available for \$37.50. To order, customers can use the form at http://www.usps.com/forms/_pdf/ps4243.pdf.

More info? Contact the National Customer Support Center at 800-238-3150. ■



“In the battle for audience attention, Customized MarketMail will allow business mailers to differentiate their products in the mailstream,” says Nick Barranca, vice president of Product Development for the Postal Service. “Within certain size, weight and thickness limitations, Customized MarketMail can be virtually any shape and design the mailer desires. CMM will let advertisers put their creativity to work, designing their mailpieces to deliver high impact, demand attention and generate greater response rates.”

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As its name implies, Customized MarketMail must be prepared and mailed in special ways. Business mailers must have or obtain a Standard Mail permit, send a minimum of 200 pieces per mailing — but not necessarily per destination delivery unit — and dropship or deliver them to the ultimate destination facilities for handling. The postage rates for these distinctive mailpieces

will be 57.4 cents for Regular Standard Mail, and 46 cents for Nonprofit Standard Mail. Sending individual pieces or depositing them in mailboxes or collection boxes is not permitted. Mailpieces may be up to 12 inches high by 15 inches long by 3/4 of an inch thick and weigh up to 3.3 ounces.

“Customized MarketMail is an exciting new development in an industry that welcomes innovation,” says H. Robert Wientzen, president and CEO of the Direct Marketing Association. “Business mailers are always interested in

new creative applications of mail, so the industry is going to welcome this new technique. There is no doubt that CMM is the shape of things to come.”

Mailers’ ability to use Customized MarketMail became a reality earlier this month when the U.S. Postal Service Board of Governors approved the proposal for this advertising mail product.

You can learn more about the technical requirements for sending Customized MarketMail in the July 10 issue of *Postal Bulletin*, available online at www.usps.com. ■

GOING TO KANSAS CITY PCC LEADERSHIP CONFERENCE — SEPT. 21

The fall National Postal Forum (NPF) in Kansas City is fast approaching, and the PCC Leadership Conference, set for Sept. 21, is shaping up to be the best ever. Change is on the agenda as the focus of the conference shifts from the process of PCC operations to enhancing the value of customer relationships.

“Last spring, I joined the chief operating officer at the leadership conference and found it a wonderful experience,” says USPS Chief Marketing Officer Anita Biz-zotto. “Since then, our staffs have spent a lot of time thinking about how to improve both the confer-

ence and the work of the Postal Customer Councils. The results from that effort will add value to the fall event, and both (Chief Operating Officer) Pat Donahoe and I are excited to be again playing a role.”

Learn new ways to engage PCC members through seminars, mail center management programs and events targeted to their business needs and interests. And, don’t miss the opportunity to hear about the redesign of the National PCC website. It’s getting a new look, new features and new user-friendly capabilities, and it will include guidelines for establishing and managing local PCC websites.

“We’re committed to the transformation of the leadership conference and we’ve made some sig-

nificant improvements for the fall,” says John Wargo, vice president of Service and Market Development. “I think any PCC leader will find a lot of value in attending the September conference.”

Be sure to visit the national PCC website at www.usps.com/nationalpcc in the coming weeks for updated program information about the NPF.

Kansas City, here we come!

FROM THE HEART OF TEXAS...

Business mailers and the Postal Service have established a new PCC in Texas: Central Texas PCC. Congratulations! Its members hail from Waco and the surrounding area (Rio Grande District). The PCC is led by Industry Co-Chair David Anderton and Postal Co-

Chair David Sanderson. So far, 38 members have joined. Wishing you many successes and members growth for many years to come!

...TO UPSTATE NEW YORK

The Postal Customer Councils of upstate New York bring you the Mail/Technology Expo Sept. 18 in Syracuse, NY. The Expo was named at the last National Postal Forum as the nation’s best “joint PCC event.” This year’s event includes a stellar lineup of featured speakers and 20,000 square feet of exhibit hall devoted exclusively to mailing, print and mail center security needs! To register, call 877-369-5298, or visit www.cnyppcc.org for more information.

Direct marketing mail takes a big step forward

On-time delivery of a high quality mailpiece is the mutual business goal of the Postal Service and its advertising customers. Both got boost when the first of many advertising mail service providers became certified under the Mail Preparation Total Quality Management Program (MPTQM).

“This is the wave of the future,” said Scott Hamel, the MPTQM program manager. Two direct mail

processing facilities of Harte-Hanks, Inc. were certified in May. “Their Grand Prairie, TX, and Cincinnati, OH, operations are just two of several dozen professional mailers who registered for the program last year and now are beginning to come on line. These two Harte-Hanks locations are the first to be certified.”

MPTQM is a systematic process for ensuring quality during the design and preparation stages of

the mail. It was designed several years ago with direction from mailers. This voluntary program is provided to interested mailers at no cost. It’s so flexible that every mailer of letters and flats (except Periodicals) can use it.

“MPTQM certification provides our direct mail customers assurances that they have a partner who knows and understands mail preparation processes thoroughly, and

has the discipline to prevent and to correct errors before mail enters the USPS system — raising the quality bar for the entire mailing industry,” says Charles Dall’Acqua, senior vice president, Harte-Hanks, Inc.

Visit the USPS website at www.usps.com/mptqm for the information you need to get started. ■

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Breaking news, insights and innovations



Signs of Change

The National Postal Forum in Kansas City

Sunday, September 21 – Tuesday, September 23, 2003
Kansas City, Missouri • Kansas City Convention Center

The National Postal Forum in Kansas City puts your mailing operations in the fast lane. You'll see signs of change with exciting new features that include an expanded certificate program and nine easy-to-navigate career tracks. Plus, you'll get updates on the Presidential Commission and Transformation Plan, gain exclusive access to USPS leaders and experience the all-new Exhibit Hall. You'll return ready to increase profits, lower costs — and put your career on the map.

Pre-register today and save!

Visit www.npf.org/DM or call 703-218-5015.



National Postal Forum

DEPARTMENT 946, McLEAN, VA 22109-0946
 PHONE 703/218-5015 FAX 703/218-5020

Registration Form

Kansas City, Missouri ■ September 21-23, 2003

Only one registrant per form, please. Photocopy this form for additional attendees.

For NPF Use Only

Batch	_____
Ck No.	_____
Amount	_____

MTMFO3

TYPE OR PRINT ALL INFORMATION.

Name: _____ Preferred name for badge: _____
First M.I. Last

Company: _____ Title: _____

Address: _____ E-Mail: _____

City: _____ State: _____ ZIP Code: _____

Telephone number: (_____) _____ Ext.: _____ Fax number: (_____) _____

Have you ever attended a National Postal Forum? <input type="checkbox"/> Yes <input type="checkbox"/> No Are you a member of a PCC? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, name of PCC: _____ ARE YOU A PCC CO-CHAIR? <input type="checkbox"/> Yes <input type="checkbox"/> No Industry Association _____	LEVEL: <input type="checkbox"/> CEO/President <input type="checkbox"/> Vice President <input type="checkbox"/> Director <input type="checkbox"/> Manager <input type="checkbox"/> Supervisor <input type="checkbox"/> Non-Management	Please indicate the categories which BEST represent your Job Level and Function. <i>(CHOOSE ONLY ONE FROM EACH)</i> FUNCTION: <input type="checkbox"/> Administration <input type="checkbox"/> Consultant <input type="checkbox"/> Database <input type="checkbox"/> Financial <input type="checkbox"/> Other _____ <input type="checkbox"/> Fulfillment <input type="checkbox"/> Human Resources <input type="checkbox"/> Information Technology <input type="checkbox"/> Mailing Services <input type="checkbox"/> Operations <input type="checkbox"/> Sales & Marketing <input type="checkbox"/> Trans/Logistics <input type="checkbox"/> USPS <input type="checkbox"/> Other _____
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THESE RATES ARE FOR PRE-REGISTRATION ONLY. RATES ARE PER PERSON.

On-Site Registration: a \$50 processing fee will be added to all categories except One Day.

ADMISSION TO ALL SESSIONS AND EVENTS WILL BE LIMITED TO APPROPRIATE REGISTRATION TYPE.

SELECT ONE OF THE FOLLOWING. *(Registration will be accepted ONLY if accompanied by full payment OR Government Training Forms.)*

- Full Conference Registration\$750
- U.S. Postal Service Registration.....\$695
- PCC/MTAC Full Conference Registration\$695
 Must be a member of a PCC and/or MTAC
- The following registration types do not include Tuesday evening event.*
- Three-Day Registration\$650
 Sunday-Tuesday 5 p.m.
- Two-Day Registration\$600
 Sunday/Monday Monday/Tuesday
- One-Day Registration\$350
 Sunday Monday Tuesday
 Tuesday—Periodicals Track

OPTIONAL FEES:

- Guest/Spouse (Food and social functions only)\$195
 Guest name required: _____
- NPF Golf Tournament, Saturday, Sept. 20, 2003\$115

PAYMENT:

Check No. _____ in the amount of \$ _____

Make checks payable to NPF.

**DO NOT SEND CHECK OR MONEY ORDER FOR HOTEL TO NPF.
 SEE FURTHER INFORMATION ON REVERSE SIDE.**

REGISTRATION *(See Note on back of form.)*

Charge \$ _____ to my AmEx MC VISA Discover

Card # _____ Exp. ____ / ____

Signature _____

HOTEL ASSIGNMENTS WILL NOT BE MADE WITHOUT A PAID AND COMPLETED FORUM REGISTRATION.

INDICATE HOTEL SELECTION. CIRCLE CATEGORY PREFERRED. HOTEL ASSIGNMENTS ARE SUBJECT TO AVAILABILITY.

Preference (1, 2 & 3)		Single/ Double
	Marriott Downtown	\$129
	Doubletree	\$ 99
	Hyatt Crown Center	\$125
	Westin Crown Center	\$119

ARRIVAL Date _____ **DEPARTURE Date** _____

HOTEL GUARANTEE

AmExpress MasterCard VISA Discover Diners

Card # _____ Expiration ____ / ____

See reverse of this form for more information about hotel reservations.

Special Requests (handicapped, non-smoking, crib, King, 2 doubles, government rates, etc.): _____

Registration and Housing Policies and General Information

Note: Housing and transportation are not included in the Registration Fees.

Travel Information

Airline Information. United Airlines and Delta Airlines are offering a special discount to National Postal Forum attendees. Call United at 800-521-4041 **code 550WS** or Delta at 800-241-6760 **code DMN194513A**.

Car Rental Discounts. Hertz is the official rental car supplier for the FALL 2003 Postal Forum. For discounted rates, please call Hertz at 800-654-2240 **code CV02XU0001**.

Registration Descriptions

Full: Includes the full menu: Business and General Sessions, Exhibits, Welcoming Reception, PCC Event, Continental Breakfasts, Lunches, Tuesday evening event.

U.S. Postal Service: Same as Full Registration.

PCC/MTAC: Members of Postal Customer Councils and/or MTAC are entitled to a full registration at the discounted rate.

Three-day Registration: Same as Full or Group Registration but does not include the Tuesday evening event

One- or Two-day Registration: When applicable includes Business and General Sessions, Exhibits, Continental Breakfast, Lunch and Social Events on the day(s) chosen. Does not include Tuesday evening event.

Wednesday, Sept. 24, does not currently have scheduled Sessions or Exhibits.

OPTIONAL FEES

Guest/Spouse: (Food and social functions only)

NPF Golf Tournament, Saturday, Sept. 20, 2003: Includes a shotgun start at 1 p.m., greens fees, cart, transportation, awards, lunch, reception and prizes. Forms will not be accepted after Sept. 5. Reservations accepted first-come/first-served.

BE SURE TO MARK APPROPRIATE BOX ON THE FRONT OF THIS FORM.

Register Now

Registration Forms and Fees *must be received by Sept. 5, 2003:* You will receive your full confirmation IN THE MAIL.

For Registration Forms and Fees *after Sept. 5.* DO NOT MAIL. Bring your forms and fees to register on-site.

Cancellations

Cancellations received by the National Postal Forum prior to Aug. 21, 2003 are subject to a \$25 processing fee. Cancellations received between Aug. 21, 2003 and Sept. 5, 2003 are subject to a \$100 processing fee. No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after Sept. 5, 2003. All cancellations *must be received in writing by the National Postal Forum. Cancellation of NPF registration will also cancel your hotel room.*

Send completed Registration Form as follows:

Paying Registration by check, send to: NPF—Kansas City
Department 946, McLean, VA 22109-0946

Overnight must be mailed via U.S. Postal Service Express Mail

Paying Registration by credit card, fax to: Fax 703/218-5020 — *Do not fax if paying by check.*

Questions?

Call **703/218-5015**

Hotels

Check-in time 4:00 p.m. Cancellation policy for hotels varies, usually 72 hours.

First night deposit is required. DO NOT SEND HOTEL PAYMENT TO THE POSTAL FORUM.

All suites will be assigned by the National Postal Forum. Call 703/293-2315 for further information on rates and availability of suites only.

NOTE: Hotel reservations will not be made if form does not include arrival/departure dates, paid registration, and credit card information for hotel.

Confirmation: Hotels will send confirmations to you within 14 working days of receiving the housing form from NPF.

Suggested USPS Area Hotel Assignments

West Marriott
Great Lakes Marriott
Pacific Marriott
Southwest Hyatt
Eastern Westin
New York Metro Hyatt
Northeast Westin
Southeast Hyatt
Capitol Metro Marriott

USPS TAKES AWARD FOR INTERNET OFFERINGS

The Postal Service received the e-Gov 2003 Explorer Award for exceptional delivery of government services through its Internet channel, www.usps.com.

In selecting from among 252 nominated agencies, e-Gov — nationally known for evaluating government websites — recognized the Postal Service as an industry leader in technological innovations. These include the many products and service offerings available on www.usps.com, such as Click-N-Ship, The Postal Store and hundreds of features that can help you serve your customers better.

USPS AMONG TOP COMPANIES FOR MINORITIES

For the fourth year in a row, the Postal Service ranks among the best of the nation's major companies in minority employment.

Fortune magazine ranks the Postal Service 11th on its "Best

Companies for Minorities" list. Notably, the Postal Service remains the highest ranked transportation/delivery service provider for the fourth consecutive year.

"*Fortune's* selection was based on the Postal Service's commitment to hiring, promoting and retaining an inclusive workforce," said the Postal Service's Vice President for Diversity Development Murry Weatherall. "Our commitment to diversity is vital to our organization."

Fortune noted that even while the total Postal Service workforce decreased by 3 percent, minority representation increased, with minorities comprising 37 percent of new employees hired last year.

Also, the Postal Service is once again the highest ranked delivery company on *Fortune's* Global 500 list of the world's largest corporations. It is 27th.

CONSOLIDATION ANNOUNCED

Five of USPS's 85 district offices are being consolidated into nearby districts.

The changes will have no effect on service.

In the Northeast Area, the administrative functions of the Springfield, MA, District are being absorbed by the New Hampshire and Middlesex-Central (MA) Districts.

In the Eastern Area, the administrative functions of Ohio's Akron District office will be absorbed by the Cincinnati and Cleveland Districts, and those of Pennsylvania's Lancaster District will be absorbed by the Philadelphia and Harrisburg Districts. There also will be a limited shift of some administrative functions of the Harrisburg District to the Philadelphia District.

The Pacific Area's Long Beach District functions will be absorbed by the Los Angeles and Santa Ana Districts, while San Jose District functions will be consolidated into those of the Oakland, Sacramento and Van Nuys Districts.

The five district offices will be closed Nov. 14.



"The Forgotten War" will be remembered for generations to come with a new postage stamp issued this month honoring the Korean War Veterans Memorial.

MEMO to MAILERS

Volume 38 Number 7

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US POSTAL SERVICE
6060 PRIMACY PKWY STE 201
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Nation's third semipostal

The Postal Service unveiled the design of a new fundraising stamp supporting the national fight against domestic violence. The *Stop Family Violence* semipostal stamp will be issued in November.

The price of the self-adhesive, non-denominated stamp is 45 cents. As a semipostal, it is valid for postage at the First-Class first-ounce letter rate in effect at the time of purchase, with the difference between the sales price of the stamp and the underlying postage consisting of a tax-deductible contribution.

Funds raised in connection with sales of the stamp, net of the Postal Service's reasonable costs, will be transferred to the Department of Health and Human Services in accordance with the provisions of the Stamp Out Domestic Violence Act of 2001. ■



The *Stop Family Violence* semipostal stamp was unveiled at a ceremony in Denver, CO. Among those attending were (left of stamp) Donna Peak, Vice President Finance, Controller, U.S. Postal Service, and (right of stamp) Sen. Ben Nighthorse Campbell of Colorado.



Change Service Requested

Customer input, website, key to flats strategy

The Postal Service is seeking input from its customers on its plans to automate the delivery of magazines, catalogs and other flat mail. Mailers are encouraged to review USPS's Corporate Flats Strategy on the Web and comment through an e-mail address: *Flat-StrategyFeedback@usps.gov*.

"Our Corporate Flats Strategy describes initiatives to provide customers with the best possible service at reasonable rates," explains Senior Vice President, Operations, John Rapp. "Using what we have learned from automating letters, our plan now is to automate flats so that we can avoid costly manual sorting associated with our delivery operations. This will allow us to pass those savings to our customers."

Flat mail represents about 25 percent of total mail volume and generates approximately \$16.1 billion annually

in revenues. Yet nearly half of last year's 51.6 billion flats were not presorted for carrier delivery and were more costly to process as they required additional sorting.

The Corporate Flats Strategy identifies near- and longer-term

initiatives to drive down the \$4 billion annual cost associated with letter carriers spending nearly three hours daily sorting mail prior to making their rounds. Despite its name, flat mail varies greatly in

size and shape, and is sorted on various machines or presorted by mailers to carrier routes.

Because there is no single machine that combines this mail, letter carriers also spend time checking through as many as five separate flat bundles at the customer's mailbox before delivering the mail.

The Corporate Flats Strategy can be viewed at <http://ribbs.usps.gov>. On the left column under "RIBBS Links," click the "Corporate Flats Strategy" link.

It's about putting the Transformation Plan into action. ■

